

Application No. 10/022,649  
Atty. Dkt. No. SEDN/4665-5  
Page 2 of 10

### LISTING OF THE CLAIMS

1-15. (Cancelled)

16. (Currently amended) A methodprocess for providing access to interactive features of electronic program guides (EPGs) from within broadcast advertisements, comprising:

receiving broadcast audio and video content along with a promotional metadata file associated with the broadcast audio and video content, the promotional metadata file including a plurality of data items, the data items including a promotion type, the promotion type including a purchasable event and an interactive advertisement;

~~presenting a promotion based on at least a portion of the data items;~~

~~receiving a selection of the promotion; and~~

~~collecting payment information, if the promotion type is the purchasable event.~~

presenting the interactive advertisement, the interactive advertisement including a selectable option for the user to store the interactive advertisement for future viewing on a digital video recorder (DVR);

receiving a user selection to store the interactive advertisement for future viewing of the interactive advertisement on the DVR; and

storing the interactive advertisement for future viewing of the interactive advertisement on the DVR.

17. (Currently amended) The methodprocess of claim 16, further comprising:

presenting a promotion based on at least a portion of the data items;

receiving a selection of the promotion;

collecting payment information, if the promotion type is the purchasable event;

and

presenting a full screen of the promotion, when the promotion type is the interactive advertisement.

18. (Currently amended) The methodprocess of claim 17, wherein a plurality

404165-1

Application No. 10/022,649  
Atty. Dkt. No. SEDN/4665-5  
Page 3 of 10

of promotions is interspersed among the broadcast audio and video content.

19. (Currently amended) The methodprocess of claim 1746, further comprising:

presenting the promotion within an electronic program guide (EPG), when the promotion type is the interactive advertisement.

20. (Currently amended) The methodprocess of claim 16, wherein the data items include a web action and a web address and further comprising:

receiving a selection of the web action; and

providing access to a web page associated with the web address.

21. (Currently amended) The methodprocess of claim 20, wherein the web page is displayed in a picture-in-picture (PIP) window.

22. (Currently amended) The methodprocess of claim 1746, wherein the data items include a show date, a show time, and a tune action; and further comprising:

determining whether the promotion is for an event that is presently playing using the data items, the data items including a show date and a show time;

setting a reminder, when a program reminder is selected and the event is not presently playing; and

tuning the event, when the event is presently playing and the program reminder is not selected.

23. (Currently amended) The methodprocess of claim 22, further comprising:  
setting a recording device, when the event is not presently playing and the program reminder is not selected.

24. (Currently amended) The methodprocess of claim 16, further comprising:  
storing a plurality of promotions; and  
presenting the stored promotions.

404165-1

Application No. 10/022,649  
Atty. Dkt. No. SEDN/4665-5  
Page 4 of 10

25. (Currently amended) The methodprocess of claim 16, wherein the data items are selected from the following: a product identifier, an EPG action, a force tune channel identifier, timing information, a network, a price, a synopsis, and an advertisement identifier.

26. (Currently amended) The methodprocess of claim 25, wherein the EPG action is selected from the following: a tune action, a reminder action, a web action, a pay-per-view purchase, a store action, and a record action.

27. (Currently amended) A set top terminal for providing access to interactive features of electronic program guides (EPGs) from within broadcast advertisements, comprising:

- a network interface to receive broadcast audio and video content along with at least one promotional metadata file associated with the broadcast audio and video content from a distribution network;

- a promotional metadata storage to store the promotional metadata file, the promotional metadata file including a plurality of data items, the data items including a promotion type and an EPG action, the promotion type including a purchasable event and an interactive advertisement;

- a presentation component to provide a presentation and a plurality of navigation tools, the presentation including the broadcast audio and video content, at least one EPG, and at least one promotion, the promotion being based on at least a portion of the data items; and

- a display interface to present the presentation and navigation tools on a display device;

- a storage device for storing the interactive advertisement, when the user selects an option to store the interactive advertisement for future viewing, during the presentation of the interactive advertisement; and

- a digital video recorder for future viewing of the stored interactive advertisement by the user;

404165-1

Application No. 10/022,649  
Atty. Dkt. No. SEDN/4665-5  
Page 5 of 10

wherein the navigation tools provide interaction with the EPG action within the promotion.

28. (Previously presented) The set top terminal of claim 27, wherein the presentation includes a full screen of the promotion, when the promotion type is the interactive advertisement.

29. (Previously presented) The set top terminal of claim 28, wherein the presentation includes a plurality of promotions that are interspersed among the broadcast audio and video content.

30. (Previously presented) The set top terminal of claim 27, wherein the presentation includes the promotion within an electronic program guide (EPG), when the promotion type is the interactive advertisement.

31. (Previously presented) The set top terminal of claim 27, wherein the data items include at least one data item selected from the following: a product identifier, an EPG action, a force tune channel identifier, timing information, a network, a price, a synopsis, and an advertisement identifier.

32. (Previously presented) The set top terminal of claim 27, wherein the EPG action is selected from the following: a tune action, a reminder action, a web action, a pay-per-view purchase, a store action, and a record action.

404165-1